Audience Data Management / Customer Data Platform (CDP)

Integrate, transform, augment, and activate your data with a truly integrated, omnichannel customer data platform (CDP) built to achieve a unified, real-time customer view.

Bring all your Channels and Systems together in our Powerful Customer Data Platform (CDP)

Created to support B2C, B2B, B2B2B, and B2B2C businesses alike, RESUL's powerful customer data platform (CDP) can help to supercharge your omnichannel customer engagement solution. p
What does the RESUL CDP do ? It creates a single, real-time, 360° view of every customer across touch points, communications, and business units—the key to outcome-driven individualization.

Integrate

Integrate all audience data—first-/second-/third-party, structured/unstructured, and bulk/streaming—to establish one unified foundation and enable continuous synchronization between client data sources and RESUL CDP.

Rely on our streamlined data exchange to ingest data through 100+ out-of-the-box APIs, option to upload data SFTP, CSV and XML. To integrate any and all of your data sources, RESUL also integrates with custom API connectors.

What's more, facilitate data consolidation at a new level across your ecosystem with RESUL's metadata layer, which stores common attributes that exist across businesses—all within the customer data platform (CDP).

Harness the Power of Your Data with the RESUL CDP

First Party
Unify audience data you've collected by connecting to all your data sources, including CRM, web analytics, legacy databases, paid media marketing, social

media marketing, voice assistants, e-commerce platforms, POS solutions, and much more.

Enhance relevance and security by bringing a hierarchical approach to audience data. RESUL CDP segregates the databases for your global headquarters, regional offices, and business units. Utilize powerful data access governance to manage privileges for segmentation, orchestration, and analytics viewing.

Second Party

Expand your database even more by tapping into audience data captured across your B2B2B/B2B2C network.

Thanks to RESUL's B2B2B and B2B2C partner data exchange, you can not only track communication performance across distribution channels but enrich your database with real-time interaction and audience data from all your trusted partners and business units. To prevent exposure, RESUL maintains data storage at the account level, while encrypting and hashing all sensitive information to ensure privacy within the customer data platform (CDP).

Third Party

Expand your reach and unearth deeper insights with the volume and range that third-party data offers. Integrate your customer data platform (CDP) with third-party sources like DMPs and data service providers by establishing API connections in no time.

Transform

Dedupe, validate, and cleanse all ingested data to ensure its quality. Standardize attribute names so they can be viewed and utilized uniformly across your organization. With the customer data platform (CDP), map out multiple identities of every customer to achieve a single, unified profile across touch points and data sources.

Segment

Create precise segments from diverse attributes and advanced filters in minutes. Update them in real-time to evolve with your growing audience database. Map out complex rules and triggers to select the right audience in real time based on their behavior and relevant scenarios, thereby leveraging the power of the customer data platform (CDP).

Augment

There is no limit to data enrichment. RESUL CDP not only fuses progressive profiling and communication responses but derives critical attributes to continuously augment your audience data, deepening insights, and refining engagement efforts —one omnichannel communication at a time, powered by the customer data platform (CDP).

Activate

RESUL CDP puts audience data to work to enable a wide range of powerful capabilities:

Attribute Management

Enjoy the flexibility to view all your audience attributes, classify them, and create new ones to be used in everything from content targeting and detailed reporting to conversion mapping and more. Define the attributes that constitute profile completeness so **RESUL’s CDP** progressive profiling capability will always capture what you’re looking for.

Personas and Lead Scoring

Build detailed B2B and B2C personas. Configure RESUL CDP’s sophisticated lead scoring mechanism to assess the value of every audience member on multiple dimensions.

Contextual Personalization
Develop the multi-faceted intelligence to enable relevant content targeting, contextualize customer experiences, and facilitate seamless omnichannel journeys.

Audience Analytics 360
Know your audience at the segment-of-one level. Grasp their interests, lead scores, personas, interaction timelines—and all the insights you need in one intuitive report with the RESUL CDP.

Laying the Architecture Foundation for your CDP

From data integration to activation, RESUL helps you access all of its robust customer data platform (CDP), omnichannel marketing automation, and analytics capabilities through flexible platform architecture options. While RESUL’s pure cloud architecture option reduces spend and optimizes scalability, its one-of-our-kind

hybrid architecture deployment option surpasses all existing offerings to achieve total security and regulatory compliance.